

OVERSEAS VISITORS TO ARIZONA SUMMARY - 2002

Arizona Office of Tourism

DEMOGRAPHICS		TRAVEL PATTERNS		PURPOSE/ACTIVITIES	
Age		ADVANCE TRIP PLANNING		MAIN PURPOSE OF TRIP	
Average (years)	40.5	Avg. Advance Trip Decision	97 days	Leisure & VFR	80.6%
18-34 years	37.9%	Avg. Advance Air Reservations	50.9 days	Leisure/Rec./Holidays	57.0%
35-54 years	43.1%	Use of Pre-Booked Lodging	61%	Visit Friends/Relatives	12.3%
55+ years	19.2%	USE OF PACKAGES		Other	1.1%
HOUSEHOLD INCOME		YES	18.3%	Business and Convention	29.2%
< \$40,000	33.8%	Air/Lodging	11.9%	Business/Professional	16.6%
\$40,000 - \$79,999	30.1%	Guided Tour	9.6%	Convention/Conference	8.9%
\$80,000 - \$119,999	17.8%	Air/Rental Car	8.8%	Study/Teaching	3.7%
\$120,000+	18.2%	Air/Lodging/Tour	6.2%	OTHER DESTINATIONS VISITED	
PARTY COMPOSITION		Air/Lodging/Rental Car	6.0%	# of States Visited	3.1
Avg. Travel Party (mean)	3.6	Air/Lodging/Bus	4.8%	# of Destinations Visited	4.4
Traveling Alone	34.7%	Air/Lodging/Bus/Tour	4.5%	California	57.0%
Spouse	29.4%	Advance Package Booking	88.7 days	Los Angeles	37.8%
Family/Relatives	21.4%	# of Nights Pre-paid as Part of a Pac	10.6 nights	San Francisco	27.4%
Friends	17.2%	INFORMATION SOURCES		San Diego	11.0%
Business Associates	5.9%	Travel Agency	49.6%	Yosemite N.P.	12.1%
Group Tour	2.5%	Personal Computer	25.7%	Nevada	45.9%
Adults Only	92.9%	Friends/Relatives	18.6%	Las Vegas	45.3%
Adults and Children	7.1%	Travel Guides	17.4%	Utah	20.5%
GENDER		Airlines Directly	14.7%	Bryce Canyon N.P.	8.5%
Men	67.7%	Tour Company	9.0%	Colorado	11.5%
Women	32.3%	State/City Travel Office	8.0%	New York	11.9%
FREQUENT TRAVELERS		Corporate Travel Dept.	6.8%	Florida	4.0%
Repeat Visitor to the U.S.	73.0%	Other	6.8%	LEISURE ACTIVITIES	
U.S. Trips last 12 Months	2.1	Newspapers/Magazines	3.8%	Shopping	83.5%
U.S. Trips last 5 Years	7.3	EXPENDITURES		Dining in Restaurants	76.9%
1 Trip	35.5%	Avg. Spending Per Person Per Day (\$74	Visit National Parks	62.6%
2 - 5 Trips	32.6%	ACCOMMODATIONS		Sightseeing in Cities	52.4%
5+ Trips	31.8%	Hotel/Motel	77.5%	Touring Countryside	45.1%
ORIGIN MARKETS		Private Home	22.7%	Visit Small Towns	44.2%
U.K.	13.5%	Other	7.3%	Visit Historical Places	42.3%
Mexico	12.6%	TRANSPORTATION IN U.S.		Casinos/Gambling	38.2%
Germany	11.7%	Rented Auto	52.1%	Amusement/Theme Parks	32.8%
France	10.8%	Airlines in U.S.	39.6%	Cultural Heritage Sites	30.9%
South Korea	9.0%	Taxi/Cab/Limousine	32.7%	Art Gallery/Museum	21.2%
Japan	8.7%	Company or Private Auto	29.3%	Guided Tours	19.3%
Italy	3.9%	City Subway/Tram/Bus	20.5%	Visit Native Am. Comm.	17.2%
Oceania	3.5%	LENGTH OF STAY		Water Sports/Sunbathing	15.7%
Netherlands	3.1%	# of Nights in Arizona (mean)	6.3	Nightclubs/Dancing	14.5%
South America	2.8%	# of Nights in U.S. (mean)	26	Concert/Play/Musical	14.0%
Scandinavia	2.0%	AZ DESTINATIONS VISITED		Camping/Hiking	12.5%
PORT OF ENTRY		Phoenix	49.3%	Attend Sports Event	7.1%
Los Angeles	27.6%	Tucson	11.8%	Environ./Eco Excursions	7.1%
Other	25.2%	Grand Canyon NP	37.3%	Ethnic Heritage Sites	6.5%
San Francisco	10.0%	Glen Canyon NP	2.7%	Golfing/Tennis	6.3%
New York	8.4%	VISITATION VOLUME		Cruises	4.6%
Chicago	5.5%	Total Int'l Visitation (000s)	636	Ranch Vacations	4.2%
Atlanta	5.5%			Snow Skiing	1.3%
Miami	3.3%			Hunting/Fishing	1.3%

Source: US Department of Commerce